

ANSHUL KUMAR

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Overview

Results-driven analytics professional with a solid background in economics and over 4 years of experience. Specialized in crafting growth-centric frameworks using SQL, Python, PowerBI, and Tableau. Proven success in collaborating with cross-functional teams to translate data insights into actionable strategies. Adept at developing and maintaining data pipelines, SQL scripts, and dashboards, contributing significantly to business growth. Strong communication skills facilitate the clear presentation of complex data, thriving on challenges and innovation in dynamic environments.

Work Experience

LTV SaaS Fund

Data Strategy Consultant

Jul 2023-Present

- Overhauled **SQL** database pipelines for optimal efficiency, introducing robust **SQL scripting** and **maintenance** practices that slashed data retrieval times by **90%**, significantly enhancing executive management's decision-making process.
- Conducted thorough use case analyses and led the **development** of a centralized reporting system, leveraging **SQL** and **Python** for data manipulation, improving data accessibility and **accuracy** by **57%** thereby facilitating strategic business decisions.
- Designed and implemented interactive, **user-friendly dashboards** distilling 1 million+ data points in **Tableau**, enabling intuitive access to business metrics and **insights**, resulting in improved stakeholder engagement and **data-driven** decision-making.
- Initiated and managed a **data pipeline**, utilizing **Python** for scraping content from over 1 million websites and OpenAI API integration for refined Know Your Customer (KYC) assessments.
- Regularly updated and optimized **SQL** scripts and table structures to maintain database integrity and performance, ensuring seamless and efficient data operations across business units.

PlotX

Lead Product Analyst

Jan 2022– Mar 2023

- Developed a **scalable** Customer Data Platform (CDP) with **SQL** and **Python**, integrating **APIs** from Mixpanel, Adjust, and UXCam to centralize analytics. Created and managed database, **tables**, **views**, and automated maintenance with **cron jobs** for efficient data segmentation.
- Created a suite of real-time **Tableau** dashboards, each focused on critical business metrics including Lifetime Value (**LTV**), Customer Acquisition Cost (**CAC**), Retention, and Revenue Retention, equipping stakeholders with precise, actionable insights for each key performance area.
- Designed and headed **A/B testing** experiments that directly informed product enhancements, resulting in a notable **27% increase** in the login-to-transaction conversion rate.
- Defined and tracked specific metrics including daily active users (**DAU**), churn rate, and average revenue per user (**ARPU**) to gauge product health and user **retention**. Developed custom metrics tailored to unique business needs and audience behaviors. This approach provided actionable insights that pinpointed performance trends and guided improvements in user engagement strategies.
- Developed a collaborative filtering **recommendations** system for a social media application by **collaborating** cross-functionally with the product manager, stakeholders and engineering team.
- Architected and optimized **data pipelines** for analytics, leading to a **77%** reduction in data inaccuracies.
- Fostered a collaborative environment with product and engineering teams to ensure that **data analytics strategies** were seamlessly **integrated** with product development, enhancing feature sets and user experience.
- Applied **k-means** clustering algorithms to address customer segmentation challenges, identifying key user groups at risk and reducing customer retention costs by **18%**.

Ugam (Dentsu)

Data Science Associate

Jul 2019 – Dec 2021

- Created comprehensive **Tableau dashboards** that visualized key performance **indicators**, facilitating an interactive data exploration experience for business stakeholders.
- Optimized reporting metrics and workflows through the advanced use of **SQL**, and **Tableau**, resulting in a **27%** reduction in report generation time, thereby **increasing** operational efficiency.
- Conducted ad-hoc analyses for marketing campaigns using **SQL** and **Python**, uncovering key performance drivers and providing **actionable** recommendations that led to a **15%** increase in campaign conversion rates.
- Engineered a suite of 15 random forest machine learning models optimised using automated Bayesian search method using R to forecast customer engagement levels for direct mailing campaigns, handling a vast dataset of **330 million** records.
- Enhanced selection strategies by leveraging predictive data modeling outcomes, achieving a **3% uplift** in response rates at 0 additional cost.
- Instituted a data quality framework that reduced data errors by **30%**, ensuring more reliable analytics and informed business decisions.

CareerFoundry

Data Analytics Mentor (Part - Time)

Oct 2022-Present

- Led practical sessions on **SQL** queries, **Power BI**, **Tableau**, **computer science basics**, pandas and scikit-learn libraries.
- Garnered a 95% student satisfaction rate, as highlighted in end-of-course surveys.
- Provided individual mentorship to students, achieving a notable increase in job placements.

Technical Skills

- **Python** - Pandas, seaborn, matplotlib, NumPy
- **SQL** - MySQL, PostgreSQL, NoSQL, mySQL, Snowflake, Redshift
- **Business Intelligence** - Tableau, Looker, PowerBI
- AWS, Azure, GCP, Bigquery, Docker, Google Analytics 4, Mixpanel

Education

Georgian College

Big Data Analytics (Hadoop, Hive, Spark)

Barrie, Canada

2023

Symbiosis School of Economics

B.Sc Economics (Mathematics, Statistics, Operations Research)

Pune, India

2018

Certifications

Tableau Desktop Specialist

February 2022

Google Data Analytics

September 2021

Data Analysis with Python

May 2021